

specific for anxiety & tension Librium

The singular specificity of Librium in controlling anxiety and tension has proven to be an advantage in a wide range of disorders characterized by anxiety of varying degrees. Notably effective in patients whose symptoms are primarily emotional, Librium is equally valuable when organic disease is aggravated or prolonged by accompanying anxiety. Coupled with its effectiveness is an outstanding record of safety. Librium has few, if any, of the unwanted side effects associated with tranquilizers and daytime sedatives—no extrapyramidal effects, no autonomic blocking, and no dulling of mental alertness. Consult literature and dosage information, available on request, before prescribing.

the successor to the tranquilizers

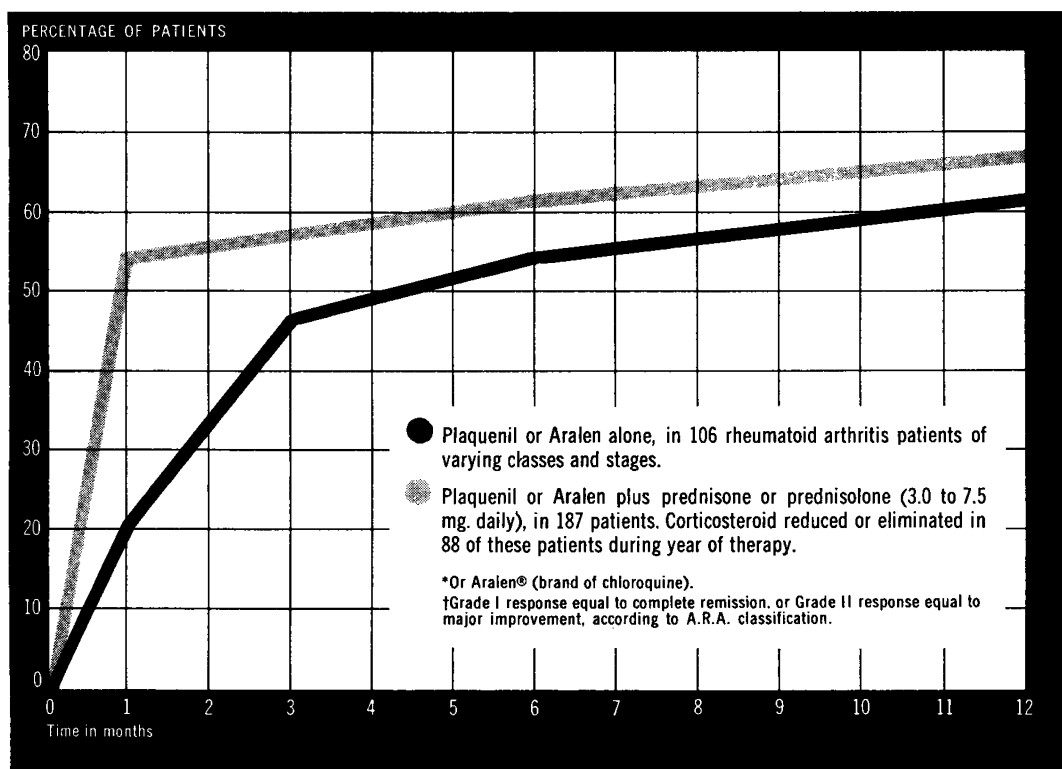
LIBRIUM® Hydrochloride — 7-chloro-2-methylamino-5-phenyl-3H-1,4-benzodiazepine 4-oxide hydrochloride



In Rheumatoid Arthritis

Plaquenil spares the steroids

Long-term improvement[†] with Plaquenil* alone is almost equal to that of Plaquenil* plus steroids¹



Plaquenil sulfate, 200 mg. tablets. Initial dose: 2 or 3 tablets daily. Maintenance dose: 1 or 2 tablets daily. Before prescribing, consult Winthrop's literature for additional information about dosage, possible side effects and contraindications. Plaquenil is also available with aspirin as Planolar® (Plaquenil 60 mg. with aspirin 300 mg.).

R. Plaquenil
200mg
Tab#100
Sig: 1 t.i.d.

nonsteroid antirheumatic agent for safer, long-term therapy

Winthrop
LABORATORIES
New York 18, N.Y.



Plaquenil[®]
SULFATE
brand of hydroxy-
chloroquine sulfate

1. Graph based on Scherbel, A. L., et al.:
Cleveland Clin. Quart. 25:95 (April) 1958.



Coca-Cola, too, is compatible with a well-balanced menu. As a pure, wholesome drink, it provides a bit of quick energy...brings you back refreshed after work or play. It contributes to good health by providing a pleasurable moment's pause from the pace of a busy day.

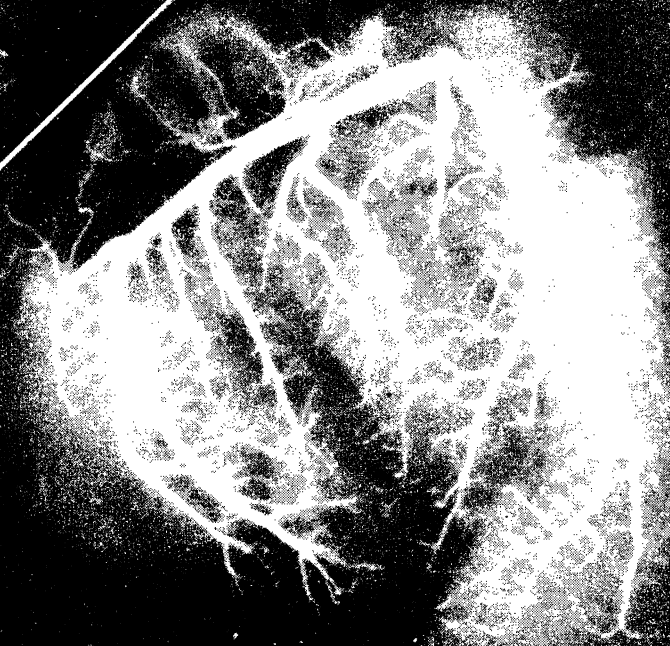
The Bulletin of The New York Academy of Medicine, Vol. 39, No. 1, January, 1963. Published monthly by The New York Academy of Medicine, 2 East 103 Street, New York 29, N. Y. Entered as second-class matter February 3, 1928, at the Post Office at New York, N. Y., under the act of August 24, 1912. Postage paid at New York, N. Y. Annual subscription United States and Canada \$8.00. All other countries \$9.00. Single copies 90c.

After induced
coronary
occlusion

ischemia

Death

constrictor



R

L

This is the heart of a control (untreated) pig* that died after complete occlusion of the right coronary artery. As in the normal pig heart, there are virtually no connecting channels between right and left arterial systems...radiopaque dye injected into the left coronary artery does not cross into the right coronary system.†

This angiogram is typical of the radiographs of untreated hearts that died when gradual—but **complete**—occlusion of the right coronary artery was induced in 60 pigs.¹ Of the 30 control pigs, only five — 16.7% — survived...

For the first anatomic proof that a specific drug—Peritrate—can encourage development of collateral circulation after induced occlusion of a main coronary artery, please turn the page.

*The pig was used in this study because coronary artery distribution in the pig — more than in the dog or other experimental animals — resembles that of man.^{2,3}

†To show the coronary artery system in one plane, the heart was separated medially and opened like a book.

WARNER - CHILCOTT





When you see a tense hypertensive patient, you see a candidate for Serpasil

Patients with high blood pressure plus one or more symptoms of tension—restlessness, rapid heart rate, excessive sweating, agitation—benefit from the distinctive calming action of Serpasil. Serpasil shields the tense hypertensive patient from nervousness that raises his blood pressure. The result: pressure goes down, heart rate decreases.

In mild to moderate hypertension, Serpasil is a basic therapy. In more severe hypertension,

Serpasil is valuable as a primer and background agent; by allowing lower dosage of more potent antihypertensives, Serpasil reduces the incidence and severity of side effects.

SUPPLIED: Tablets, 1 mg. (white, scored), 0.25 mg. (white, scored) and 0.1 mg. (white).

For complete information about Serpasil (including dosage, cautions, and side effects), see current Physicians' Desk Reference or write CIBA, Summit, N. J. /3064MB

Serpasil®
(reserpine CIBA)

C I B A

**After induced
coronary
occlusion**

collateral circulation

Survival

constrictor

R

L

This is the heart of a Peritrate-treated pig that survived occlusion of a main coronary artery.¹ Extensive collateral circulation has developed, so that radioopaque dye injected into the left coronary artery fills the right coronary system.

Peritrate made this striking difference in survival rate

five weeks after gradual, but complete, occlusion of the right coronary artery.¹

of 30 untreated (control) animals	16.7% survived
--------------------------------------	-------------------

of 30 Peritrate- treated animals*	63.3% survived
--------------------------------------	-------------------

In all Peritrate-treated survivors, collateral circulation appeared to be greater than that found in untreated survivors.

*Animals received Peritrate orally in doses comparable to human doses.

Basic therapy in coronary artery disease
—with or without angina

Peritrate® 
brand of pentaerythritol tetranitrate

...encourages development of collateral
circulation...brings more blood and
oxygen to the myocardium safely

Full dosage information, available on request,
should be consulted before initiating therapy.

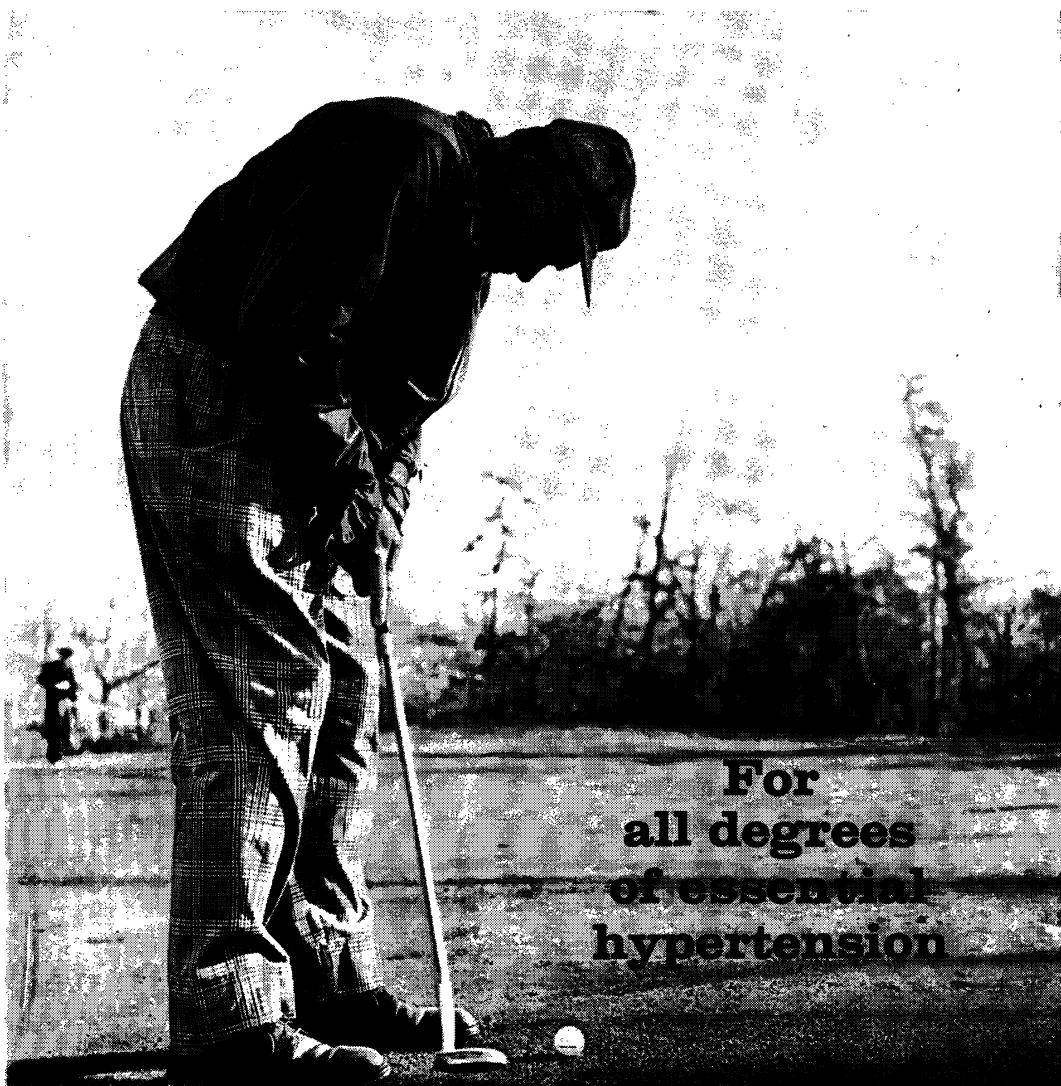
References: 1. Based on Lumb, G., and Hardy, L. B.: Collateral circulation and survival related to gradual occlusion of the right coronary artery in the pig. Paper presented at the annual meeting of the American Heart Association, Cleveland, Oct. 26, 1962. 2. Blumgart, H., et al.: *Circulation* 7:10, 1950. 3. Lumb, G., and Singletary, H.: *Am. J. Path.* 41:65, 1962.

WARNER-CHILCOTT

Warner-Chilcott, Morris Plains, N.J.

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GP31





**For
all degrees
of essential
hypertension**

"relief of symptoms is striking with Rautrax-N"[†]

Rautrax-N decreases blood pressure for almost all patients with mild, moderate or severe essential hypertension. Rautrax-N also offers a new sense of relaxation and well-being in hypertension complicated by anxiety and tension. And in essential hypertension with edema and/or congestive heart failure, Rautrax-N achieves diuresis of sodium and chloride with minimal effects on potassium and other electrolytes.

Rautrax-N combines Raudixin (antihypertensive-tranquilizer) with Naturetin \bar{c} K (antihypertensive-diuretic) for greater antihyper-

tensive effect and greater effectiveness in relief of hypertensive symptoms than produced by either component alone. Rautrax-N is also flexible (may be prescribed in place of Raudixin or Naturetin \bar{c} K) and economical (only 1 or 2 tablets for maintenance in most patients).

Supply: Rautrax-N — capsule-shaped tablets providing 50 mg. Raudixin, 4 mg. Naturetin and 400 mg. potassium chloride. *Rautrax-N Modified* — capsule-shaped tablets providing 50 mg. Raudixin, 2 mg. Naturetin and 400 mg. potassium chloride.

[†]Hutchison J. C.: *Current Therap. Res.* 2:487 (Oct.) 1960.

For full information, see your Squibb Product Reference or Product Brief.

Rautrax-N*

Squibb Standardized Rauwolfia Serpentina Whole Root (Raudixin) and Bendroflumethiazide (*Naturetin) with Potassium Chloride

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the Priceless Ingredient*
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*RAUDIXIN®®, *RAUTRAX®®, AND *NATURETIN®® ARE SQUIBB TRADEMARKS.



Relieves Anxiety and Anxious Depression

The outstanding effectiveness and record of safety with which Miltown relieves anxiety and anxious depression — the type of depression in which either tension or nervousness or insomnia is a prominent symptom — has been clinically authenticated time and again during the past seven years. This, undoubtedly, is one reason why physicians still prescribe meprobamate more often than any other tranquilizer in the world.

Miltown®

meprobamate (Wallace)

Usual dosage: One or two 400 mg. tablets t.i.d.
Supplied: 400 mg. scored tablets, 200 mg. sugar-coated tablets; bottles of 50. Also as MEPROTABS®—400 mg. unmarked, coated tablets; and in sustained-release capsules as MEPROSPAN®-400 and MEPROSPAN®-200 (containing respectively 400 mg. and 200 mg. meprobamate).



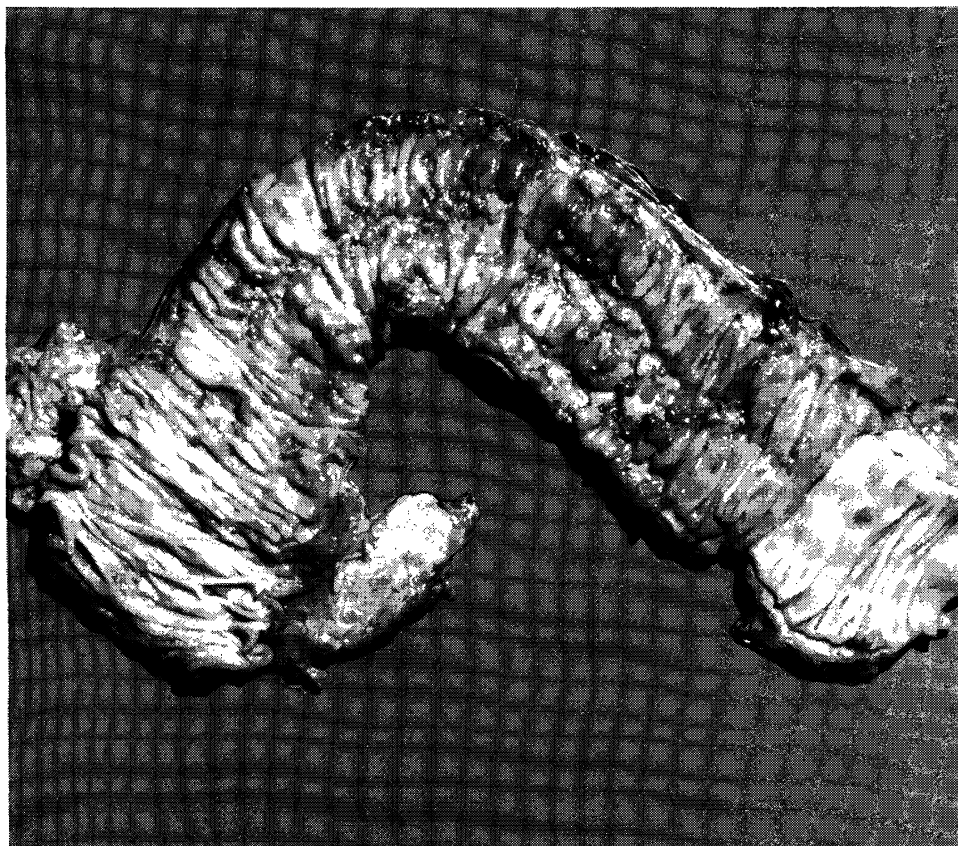
WALLACE LABORATORIES / Cranbury, N. J.

Clinically proven
in over 750
published studies

- 1 Acts dependably — without causing ataxia or altering sexual function
- 2 Does not produce Parkinson-like symptoms or liver damage
- 3 Does not muddle the mind or impair physical activity

ULCERATIVE COLITIS— A CLASSIC INDICATION FOR HALDRONE®

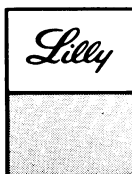
(paramethasone acetate, Lilly)



HALDRONE produces rapid suppression of the inflammatory process of ulcerative colitis and maintains the patient symptom-free during periods of remission.¹ In recommended dosage, Haldrone has little or no adverse effect on sodium retention or potassium excretion²—a distinct advantage in situations involving long-term treatment.

1. Accumulated Reports from Thirty-Six Clinical Investigators: Lilly Research Laboratories. 2. Irwin, G. W., Pribe, F. H., and Ridolfo, A. S.: Metabolic Effects of Paramethasone Acetate, *Metabolism*, 10:852, 1961.

This is a reminder advertisement. For adequate information for use, please consult manufacturer's literature. Eli Lilly and Company, Indianapolis 6, Indiana. 340019



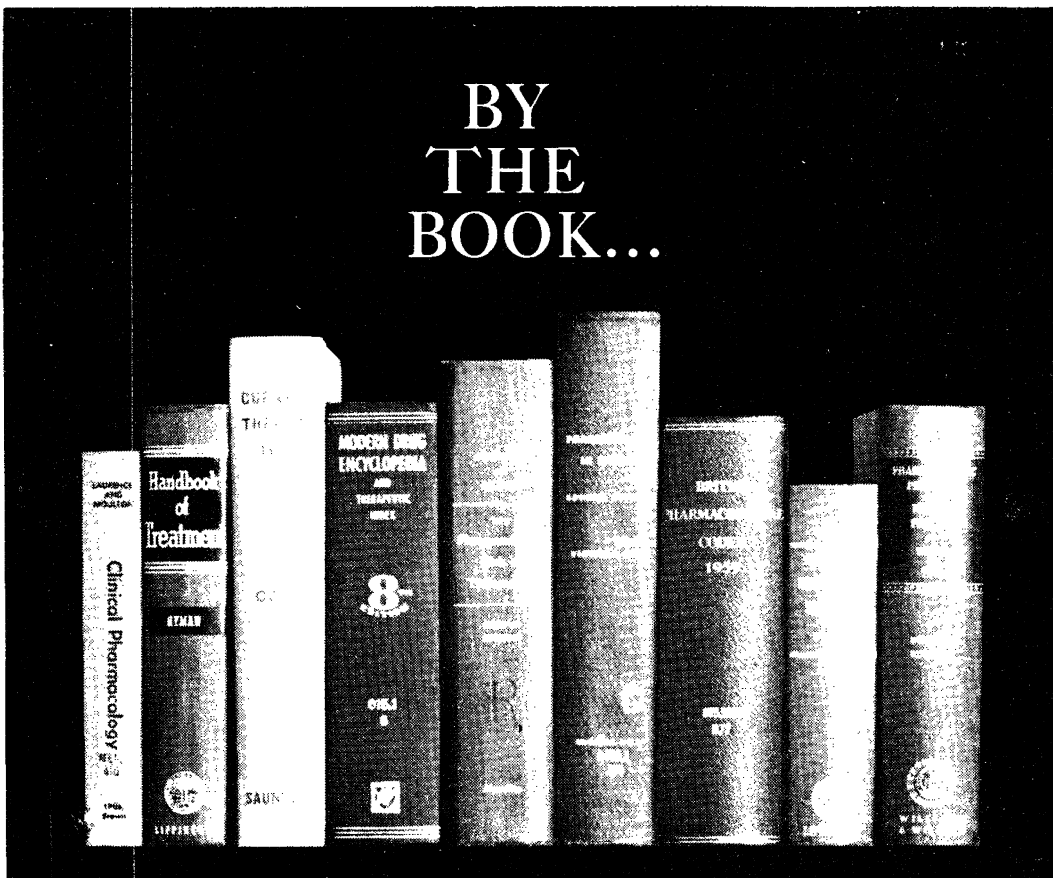
Suggested daily dosage in ulcerative colitis:

Initial suppressive dose 6-12 mg.
Maintenance dose 3-6 mg.

Supplied in bottles of 30, 100, and 500 tablets:

1 mg., Yellow (scored)
2 mg., Orange (scored)

BY THE BOOK...



PRO-BANTHINE®

brand of propantheline bromide

in {

- peptic ulcer
- gastritis
- biliary dyskinesia

- spastic colon
- pylorospasm
- functional gastrointestinal disorders

Prompt, positive control of excess gastrointestinal acidity and motility has earned for PRO-BANTHINE the widest acceptance as the standard anticholinergic medication.

Authorities in pharmacology and therapeutics recognize the beneficial actions of PRO-BANTHINE. Clinicians prescribe it more often than any other drug of its class.

In patients with peptic ulcer or other conditions characterized by hyperfunction of the enteric tract, PRO-BANTHINE relieves pain, suppresses excessive secretion and motility, prolongs the neutralizing property of antacids and hastens resolution of the disorder.

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NEW analgesic

Kills pain.....stops tension

For neuralgias, dysmenorrhea, upper respiratory distress and postsurgical conditions — new compound of Soma, phenacetin, caffeine kills pain, stops tension, reduces fever — acts fast, relief lasts four to six hours

Soma[®] Compound

Composition: 200 mg. Soma (carisoprodol), 160 mg. phenacetin, 32 mg. caffeine.

Dosage: 1 or 2 tablets q.i.d. **Supplied:** Bottles of 50 apricot-colored, scored tablets.

For more severe pain...

Soma[®] Compound + Codeine

Soma Compound boosts the effectiveness of codeine. SOMA COMPOUND + CODEINE therefore contains only ¼ grain of codeine phosphate to relieve the more severe pain that

usually requires ½ grain. Otherwise, its composition—and dosage—is the same as Soma Compound. Supplied in bottles of 50 white, lozenge-shaped tablets.

in severe respiratory infections refractory to other measures...

CHLOROMYCETIN®

(chloramphenicol, Parke-Davis)

for established clinical efficacy against
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In Friedlander's Pneumonia^{3,13} • In *Hemophilus Influenzae* Pneumonia^{3,4,13,14}
• In Staphylococcal Pneumonia^{1-8,13} • In Acute Epiglottitis^{4,10,11} • In Pneumonias Due to
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CHLOROMYCETIN (chloramphenicol, Parke-Davis) is available in various forms, including Kapseals® of 250 mg., in bottles of 16 and 100. See package insert for details of administration and dosage.

Warning: Serious and even fatal blood dyscrasias (aplastic anemia, hypoplastic anemia, thrombocytopenia, granulocytopenia) are known to occur after the administration of chloramphenicol. Blood dyscrasias have occurred after both short-term and prolonged therapy with this drug. Bearing in mind the possibility that such reactions may occur, chloramphenicol should be used only for serious infections caused by organisms which are susceptible to its antibacterial effects. Chloramphenicol should not be used when other less potentially dangerous agents will be effective, or in the treatment of trivial infections such as colds, influenza, or viral infections of the throat, or as a prophylactic agent.

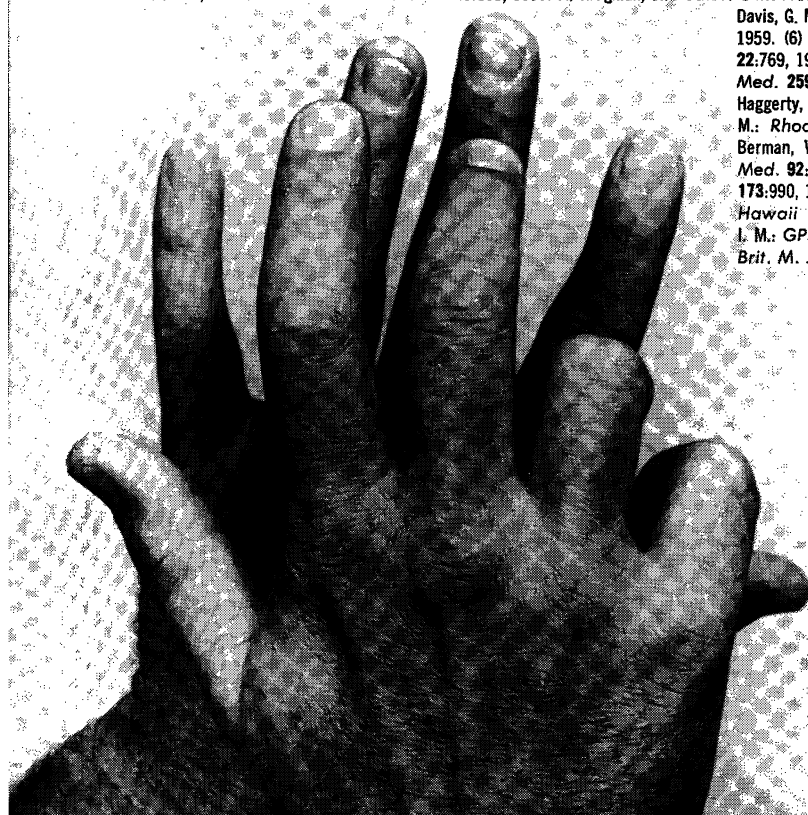
Precautions: It is essential that adequate blood studies be made during treatment with the drug. While blood studies may detect early peripheral blood changes, such as leukopenia or granulocytopenia, before they become irreversible, such studies cannot be relied upon to detect bone marrow depression prior to development of aplastic anemia.

References: (1) Thacher, H. C., & Fishman, L.: *J. Maine M. A.* 52:84, 1961. (2) Hopkins, E. W.: *Postgrad. Med.* 29:451, 1961. (3) Hall, W. H.: *M. Clin. North America* 43:191, 1959. (4) Krugman, S.: *Pediat. Clin. North America* 8:1199, 1961. (5) Ede, S.; Davis, G. M., & Holmes, F. H.: *J.A.M.A.* 170:638, 1959. (6) Wolfsohn, A. W.: *Connecticut Med.* 22:769, 1958. (7) Calvy, G. L.: *New England J. Med.* 259:532, 1958. (8) Hendren, W. H., III, & Haggerty, R. J.: *J.A.M.A.* 168:6, 1958. (9) Cutts, M.: *Rhode Island M. J.* 43:388, 1960. (10) Berman, W. E., & Holtzman, A. E.: *California Med.* 92:339, 1960. (11) Vetto, R. R.: *J.A.M.A.* 173:990, 1960. (12) Sia, C. C. J., & Brainard, S. C.: *Hawaii M. J.* 17:339, 1958. (13) Rosenthal, I. M.: *GP* 17:77 (March) 1958. (14) Gaisford, W.: *Brit. M. J.* 1:230, 1959.

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Controls food craving, keeps the reducer happy — In obesity, "our drug of choice has been methedrine . . . because it produces the same central effect with about one-half the dose required with plain amphetamine, because the effect is more prolonged, and because undesirable peripheral effects are significantly minimized or entirely absent." Douglas, H. S., West J Surg. 59:238 (May) 1951.

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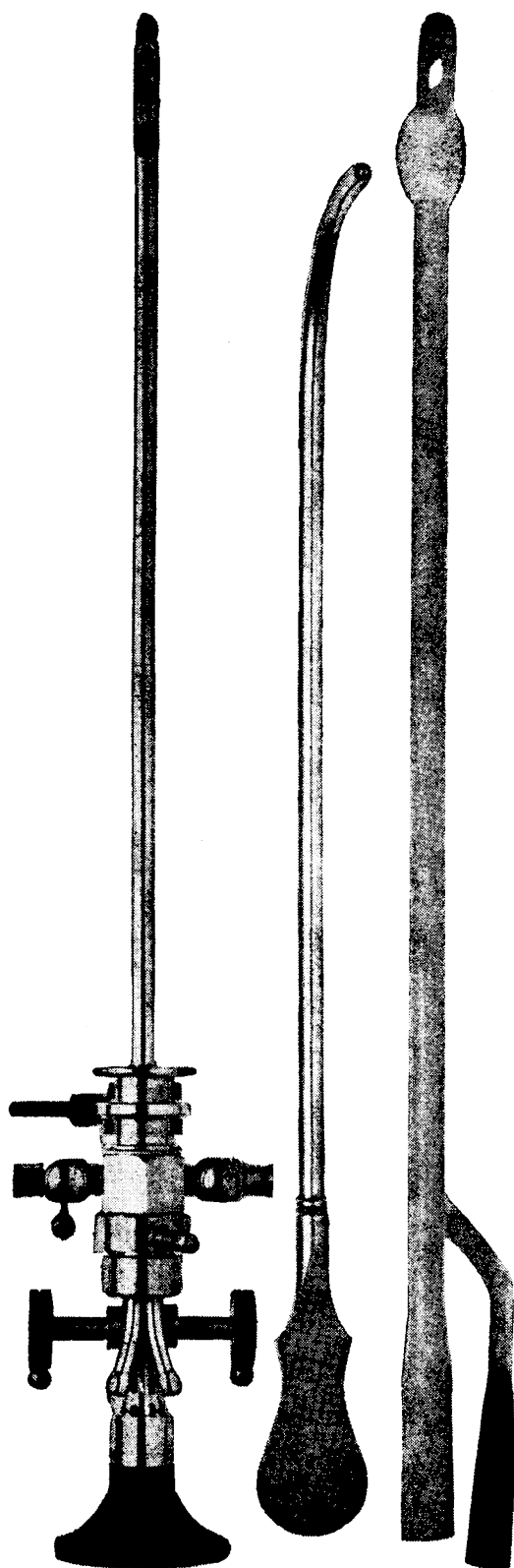
brand Methamphetamine Hydrochloride

Supplied: Tablets 5 mg., scored. Bottles of 100 and 1000.



Literature available on request.

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the challenge of urethral instrumentation:

"lower urinary tract instrumentation carries with it the risk of infection."¹

To meet the challenge, "... the use of *nonantibiotics*, such as ... Furadantin, to prevent urinary infection after such instrumentation as catheterization, cystoscopy and the passage of sounds, appears to be rational. Administration...beginning immediately after instrumentation and continuing for five to seven days should provide a poor culture medium for organisms that might have been carried inadvertently from the urethra into the bladder by a catheter or an instrument."²

In one recent study, *Pyrexia Following Cystoscopy*, "fifty-six patients received prophylactic antimicrobial agents and only 16 had fever. Forty-one patients did not receive any medication before cystoscopy, and 30 of these experienced fever after cystoscopy. ... Nitrofurantoin [Furadantin] was employed more frequently than any other chemotherapeutic agent in the study. Ninety-three per cent of the organisms cultured from the urine prior to cystoscopy were sensitive to this agent when it was administered. In 21 per cent of patients who received nitrofurantoin prophylactically fever developed after cystoscopy, compared to 35 per cent of patients who received other agents, and 73 per cent of patients who did not receive any antimicrobial agents."¹

References: 1. Milberg, M. B., and Hermann, H. B.: J. Urol. 86:823, 1961. 2. Emmett, J. L.: Rocky Mountain Med. J. 58:31, 1961.

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to treat the patient

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